



WXYZ

# ORDER

Print Date 10/06/12 Page 1 of 2

Flight Dates **10/02/12-10/08/12**

Contract / Revision      **310790 /**

Original Date / Revision  
09/12/12    10/05/12

Advertiser **CARE for Michigan**

Agency    **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Product  
**CARE for Michigan**

Agency Com    15%

Billing Contact    **Pam Newby**

**4201 Bee Caves Road - Suite C-101  
Austin, TX 78746**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1284**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |

Order Share %      Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          |        |
| UNKWN             | 100%       |        |
| WADL              | %          |        |
| WDIV              | %          |        |
| WDWB              | %          |        |
| WJBK              | %          |        |
| WKBD              | %          |        |
| WLPC              | %          |        |
| WPXD              | %          |        |
| WTVS              | %          |        |
| WWJ               | %          |        |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 17         | \$24,395.00        | \$28,700.00        | 0.00        | 10/01/12   | 10/08/12 | 17      | \$24,395.00 | \$28,700.00  |
| <b>Totals</b> | <b>17</b>  | <b>\$24,395.00</b> | <b>\$28,700.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln    | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Totals |            |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|--------|------------|
|       |      |                   |                 |  |       |                   |         |             |       |               |     |      |      | Spots  | Amount     |
| N 1   | WXYZ | 10/03/12          | 10/08/12        | 5am News M-F<br>5am News M-F               | CM    | 5-6am M-F         | 1-111-- | :30         | 4     | \$700.00      | P-2 | 0.00 | NM   | 4      | \$2,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
| Week: |      | 10/02/12          | 10/08/12        | 1-111--                                    |       | 4                 |         | \$700.00    |       | 0.00          |     |      |      |        |            |
| N 2   | WXYZ | 10/02/12          | 10/04/12        | GMA M-F 7-9am<br>M-F 7-9am                 | CM    | 7-9am M-F         | -1-1--- | :30         | 2     | \$1,600.00    | FX  | 0.00 | NM   | 2      | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
| Week: |      | 10/02/12          | 10/08/12        | -1-1---                                    |       | 2                 |         | \$1,600.00  |       | 0.00          |     |      |      |        |            |
| N 3   | WXYZ | 10/07/12          | 10/07/12        | Action News SUN 6am<br>Action News SUN 6am | CM    | SUN 6-7am         | -----S  | :30         | 1     | \$500.00      | P-2 | 0.00 | NM   | 1      | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |



WXYZ

Print Date: 10/06/12

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Contract / Revision **310790** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 10/05/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1284**

|     |       |                   |                 |  |       |                   |         |     |             |            |               |          | Totals |                |
|-----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|---------------|----------|--------|----------------|
| Ln  | Ch    | Start             | End             | Inventory Code                             | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri           | Rtg Type | Spots  | Amount         |
| N 3 | WXYZ  | 10/07/12          | 10/07/12        | Action News SUN 6am<br>Action News SUN 6am | CM    | SUN 6-7am         | -----S  | :30 | 1           | \$500.00   | P-2           | 0.00 NM  | 1      | \$500.00       |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | -----S                                     |       | 1                 |         |     | \$500.00    |            | 0.00          |          |        |                |
| N 4 | WXYZ  | 10/02/12          | 10/08/12        | M-F 9a-10a<br>M-F 9a-10a                   | CM    | 9-10am M-F        | 11----- | :30 | 2           | \$800.00   | P-2           | 0.00 NM  | 2      | \$1,600.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | 11-----                                    |       | 2                 |         |     | \$800.00    |            | 0.00          |          |        |                |
| N 5 | WXYZ  | 10/03/12          | 10/05/12        | M-F 11a-12n<br>M-F 11a-12n                 | CM    | 11am-12pm M-F     | --1-1-- | :30 | 2           | \$1,000.00 | P-3           | 0.00 NM  | 2      | \$2,000.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | --1-1--                                    |       | 2                 |         |     | \$1,000.00  |            | 0.00          |          |        |                |
| N 6 | WXYZ  | 10/02/12          | 10/04/12        | 5p News<br>5-6pm M-F                       | CM    | 5-6pm M-F         | -1-1--- | :30 | 2           | \$1,800.00 | FX            | 0.00 NM  | 2      | \$3,600.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | -1-1---                                    |       | 2                 |         |     | \$1,800.00  |            | 0.00          |          |        |                |
| N 7 | WXYZ  | 10/04/12          | 10/04/12        | Thursday Prime A<br>Thursday Prime A       | CM    | 8-9pm Thursday    | ---T--- | :30 | 1           | \$4,000.00 | P-3           | 0.00 NM  | 1      | \$4,000.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | ---T---                                    |       | 1                 |         |     | \$4,000.00  |            | 0.00          |          |        |                |
| N 8 | WXYZ  | 10/07/12          | 10/07/12        | Sunday Prime B<br>Sunday Prime B           | CM    | 8-9pm Sunday      | -----S  | :30 | 1           | \$7,000.00 | P-3           | 0.00 NM  | 1      | \$7,000.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | -----S                                     |       | 1                 |         |     | \$7,000.00  |            | 0.00          |          |        |                |
| N 9 | WXYZ  | 10/03/12          | 10/08/12        | M-F 1135p-1205a<br>Nightline               | CM    | 1135pm-1205am M-F | 1-1---- | :30 | 2           | \$2,000.00 | FX            | 0.00 NM  | 2      | \$4,000.00     |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |          |        |                |
|     | Week: | 10/02/12          | 10/08/12        | 1-1----                                    |       | 2                 |         |     | \$2,000.00  |            | 0.00          |          |        |                |
|     |       |                   |                 |  |       |                   |         |     |             |            |               |          | Totals | 17 \$28,700.00 |